

A Study of Cloistered Gyms in Upkeep of Fitness Standards: A Case Study of Pune City

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Abstract

Pune city in Maharashtra state of India was one of the fastest developing cities of Asia recently. The socioeconomic development after globalization that is post 1991 saw increased industrial and business activities and so that concern for health. Gyms are a popular means for those who either are too busy or unable to afford a private gym, hence a study of role of private gyms in Pune city was imperative. The research paper highlight the present scenario of private gyms in the city of Pune with different aspects such as difficulty in running, maintaining and upkeep of gyms in Pune city.

KEYWORDS: Socioeconomic Development, Health, Globalisation

Introduction:

In the ancient times physical fitness and abilities were given importance. Virtually all over the world those who had reasonable fitness were able to score over the others. These were time when people would get placement easily in police and military departments only due to physical fitness. Those men with attractive personality used to become automatic choice and hence they were able to score over the others. This prompted people to adopt measures to build their personality and started thinking and acting in that direction, they even got the support of family members in building their body and overall personality development. This includes muscle movements, expansion and contraction of muscles was undertaken, tough and people use to get it done on priority.

There are about 17 gyms to be nearly thirty years old and the rest with an average age of 5-10 years. Gyms lay special emphasis on all round exercise to finally tone and built muscles all over the body.

Increase in stress:

There is considerable increase in the stress of a common man due to challenges in the carrier and business. This has increased the level of pressure and stress on the individual due to which there is adverse effect in the general health of an individual. This in turn have spurred the inclination towards using gyms near to their homes or working place so that they could relieve the stress in a systematic scientific manner.

Increase in physical abilities is indirectly related to the statues or rather personnel acquiring social qualities. Sports and physical activity in itself in a way increases the self esteem or rather psychological motivation of an individual in achieving their overall individual and organizational objectives. Science have advanced considerably and so the instrument /equipments in the gym have also become modern and scientific in nature. Hence the nature of work today have impacted the lifestyle of N-Number of people who are unable to undertake exercise on regular basis and so they have been dependant on scientific equipments for training at work place or at home. There is considerable transformation in the equipments today and those 25 years back which were handmade are rather molded to become a tool for physical exercise or rather used as a tool for exercise in the gyms all over the world. The change in nature of work and less time to devote to upkeep physical exercise started making man physically and mentally weak and feeble. The capacity to work is being reduced considerably. Entrepreneurs all over the world sensed that they can innovate and bring before the people a new product in the form of modern gym and seeing the success the gyms started in lanes and by lanes of Pune city.

Methodology:-

Data is collected through both Primary & Secondary sources. Primary with the help of Questionnaire and secondary with the help of Books & Research Articles.

Sample Size:-

There are 73 registered Gyms in Pune City; out of which only 59 Gyms are functional. Hence after a pilot survey Researcher decided to take a census but then few gyms were not maintained properly and only 50 gyms of Pune city was taken as sample from 59 hence making it more than 90% of the universe in Pune city.

Tools of Analysis:-

Simple percentage and averages are used for the purpose of Data Analysis.

Scenario of Pvt Gyms in Pune City

Sr No.	Question	Number of Gyms (50)		Percentage	
		Yes	No	Yes	No
1	There are bottlenecks in Running Pvt Gyms	45	05	90%	10%
2	Registered Gyms	50	00	100%	00%
3	Primitive/Old Equipments	20	30	40%	60%
4	Latest Equipments in Gyms	30	20	60%	40%

5	Customers Above 100	45	05	90%	10%
6	Spacious Infrastructure	35	15	70%	30%
7	Open space outdoor & parking	30	20	60%	40%

Source: Field Survey 2013.

Interpretation:-

1. 90% of Respondents running the gyms in Pune City believes that there are many hurdles in running the gyms. The problem comes from both the Governmental as well as the customers side. As far as Govt. work is considered it was notice that there are many bottlenecks in release of legal Government grant to the gyms registered with charitable commissioner. Secondly the customers require prompt service and any inability makes them angry and they either leave or do negative publicity and contribute in keeping the fresh customers away from gyms.
2. All the gyms under study or rather under the Sample over found to be registered and during the course of data collection & Interview it was found many small gyms with smaller machines/equipments where only 10 to 15 can work out were running side by side with Virtual Nano Size, posing a threat to registered established gyms in Pune City.
3. In 40% gyms of Pune City old equipments for doing exercises were being used the reason sighted was that they did not have the Govt. support especially it is not guaranteed when it will come, secondly the fees charged by these gyms with less facility were having less client as compared to those with latest and scientific development.
4. 60% Respondents of the gyms in Pune District said they were able to provide latest equipments which were New and scientifically prepared not only this, the equipments had a reasonable long life compared to old equipments in the gyms of Pune City. This shows that those who had good equipments attracted customers w
5. 90% gyms in Pune were found to have more than 100 customers exercising in their gyms through out the day. This was the most satisfactory aspect as majority believed that they require facilities and they are ready to spare money a little bit more than their expectation but for the new equipment, good infrastructure and other supporting facilities available with it.
6. 70% gyms provided specious infrastructure which automatically attracted customers and helped the gyms in achieving the breakeven point easily. Similarly specious infra included movement inside the gyms, outside the gym for outdoor exercise, parking and even in some gyms facilities like canteen & swimming pools were available helping them to scale their business to new heights.
7. Parking and outdoor space is given due to importance these days because maximum customers have two and four wheelers with them hence they require

parking similarly outdoor space helps in warm up because again majority of customers come twice or thrice a week hence they need to compulsorily warm up before they start the exercise or work on the equipments installed.

Recommendation/Suggestions:-

1. All gyms in the city to be registered compulsorily and should be provided financial help and security.
2. Govt. should promote initiative to start a gym in the open land unutilized, lying in the city.
3. If the space is more then automatically separate males and females exercise areas can be
4. Space will help them to have at least a small play ground at the gym or adjacent to gym so that it should not be a bottleneck to running of gym successfully.
5. If the gyms are established in near vicinity some common facilities can be shared specially canteen facilities and summing tank in the adjacent gym.
6. Adequate charging of fees will automatically help the gyms to manage funds efficiently.
7. Financial strength of gyms will help them in appointing trained coaches under whom customers will do exercises which otherwisemay lead to mishap.

Conclusion:

Gyms can prove to be a good support system in maintaining a good health of the population and thereby contribute to the overall development of the personality. Adhering to the scientific approach with dedication will definitely help in achieving the objective. Transformation in the genes is necessary and this change will lead to the benefits of society and will be a boon to boys, girls, men, women and children conscious of their mental and physical health.

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